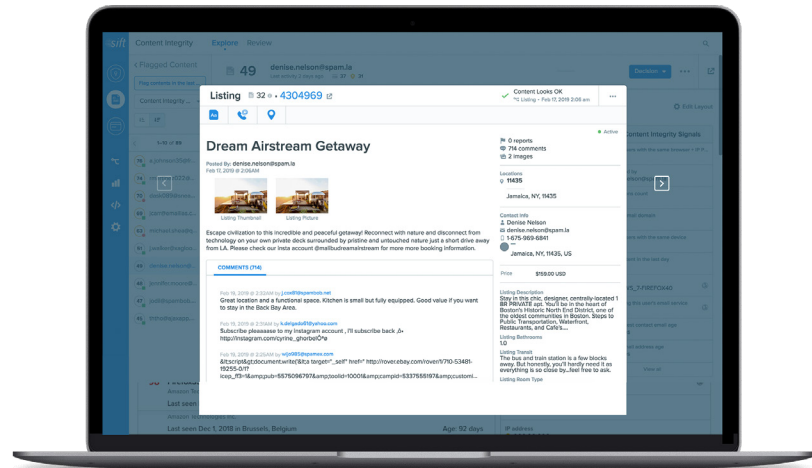


# Stay ahead of spam and scams

It's never been more crucial to protect your users from content abuse—including scams, spam, and other fraudulent content. Bolstered by the largest global network of data in the industry, Sift's Content Integrity solution uses real-time machine learning to look at more than 16,000 signals to identify suspicious users and risky content with unparalleled accuracy, so you can moderate with speed and scale.



## Protect your brand and users



### Proactively prevent abuse

Reduce fraudulent content by up to 90% with technology that defends in real time.



### Safeguard your brand

Create better customer experiences, reduce churn, and preserve your brand's integrity.



### Work efficiently

Slash long review queues by 60% or more with powerful workflow automation.

**70%** reduction in flagged content

**70%+** decrease in spam

**80%** decrease in manual review

**5x ROI** after switching from legacy system



"Our partnership with Sift has really allowed us to focus on growth and enable our community to have a secure and trusted environment where they can share their personal style."



**Robbie Fritts**  
Director, Fraud and Payments at Poshmark



## Instant, accurate content and behavior analysis

### Content analysis + behavior footprint

We analyze how your users create content: the timing and sequence of behaviors, velocity of activities, unique users they interact with, and more.

### Global data network

Benefit from our consortium of over 34,000 sites and apps from day one of your integration, and stay ahead of global trends.

### Custom modeling

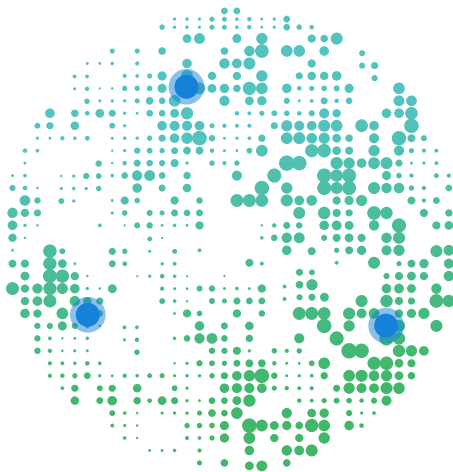
Get more accurate results with models tailored to your specific business, use case, and fraud patterns.

### Text clustering

Uncover hidden coordination and improve detection by surfacing trends without applying any labels—and take efficient bulk actions.

### Console & Workflows

Automate content moderation with customizable Workflows that block or accept users and content, or route risky behavior to review queues.



## Sophisticated signals stop risky content faster

- Volume and velocity of content shared
- IP address and device used
- Deep textual analysis
- Duplicate or similar messages
- Site or app navigation
- Repeat vs. first-time actions
- Email and domain analysis
- Social data

...and 16,000+ more

Contact our industry experts to learn more about Sift Content Integrity